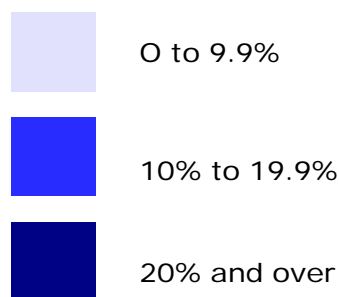
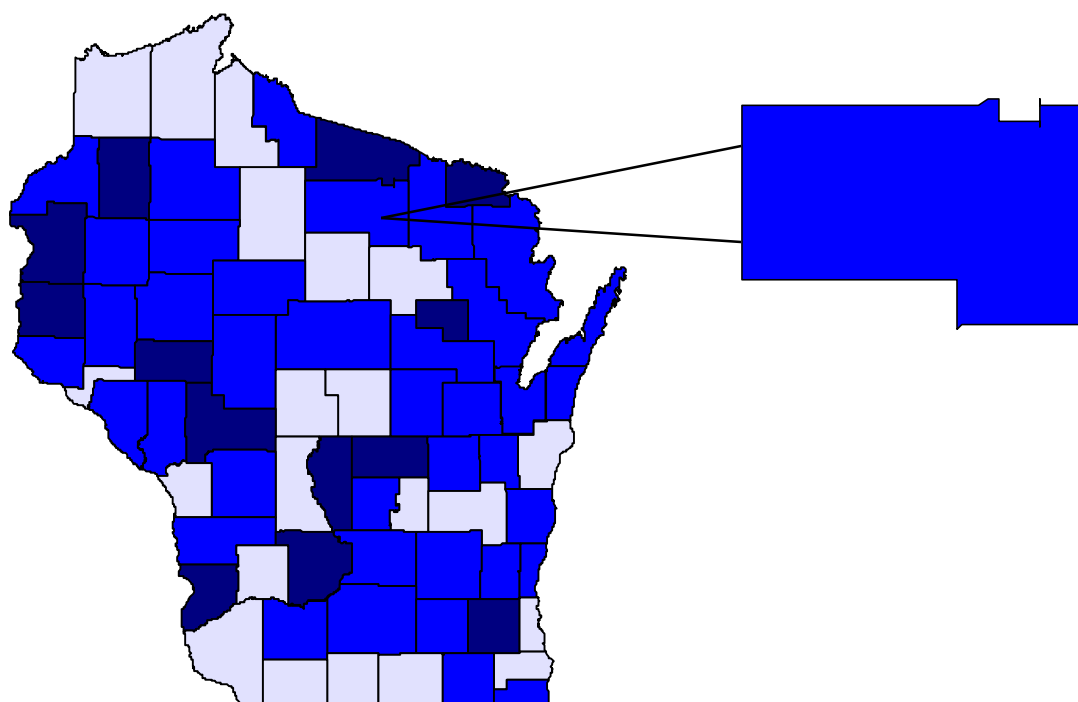


Oneida County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Oneida County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

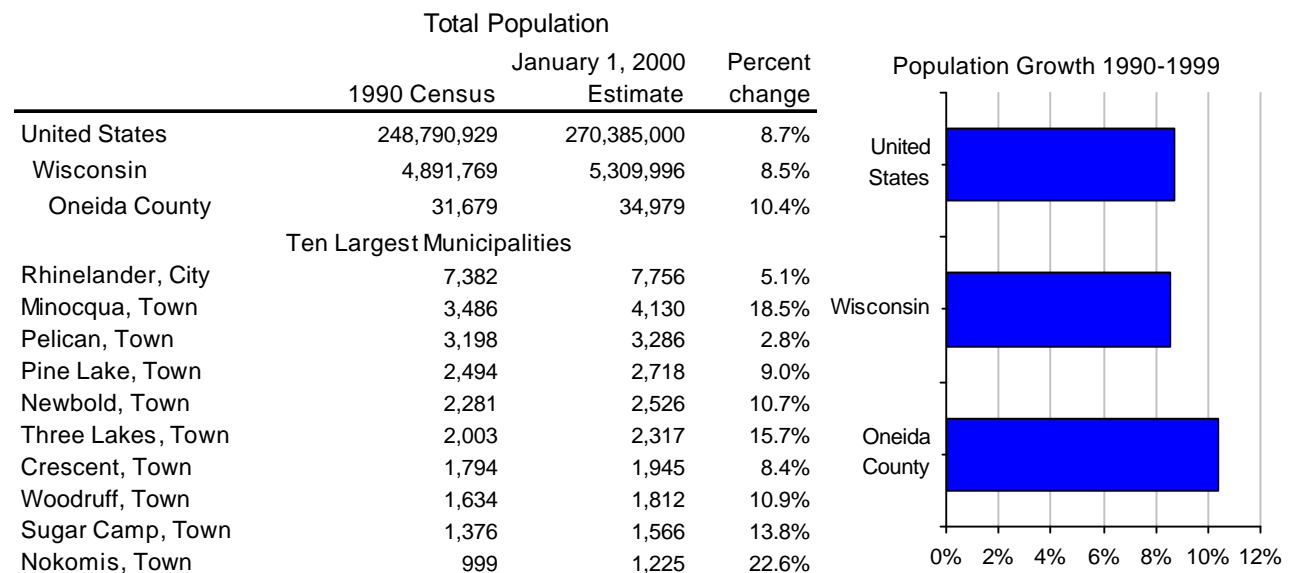
A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

For more detailed information or clarification, please contact your local labor market analyst, Dennis Goodwin, by telephone (715-261-7745) or email (goodwd@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Oneida County Population and Civilian Labor Force

The rate of growth of the population of Oneida County is higher than that of either Wisconsin or the United States. In the eight years between 1990 and 2000, about 3,000 people were added to the population total of the county. This higher growth compared to some other counties in the north central Wisconsin and around the state is due not only to natural increase, but also to a slight in-migration, perhaps of older retirees. Although Oneida County is predominantly a rural area, with tourism activity a major part of the local scene, the county has for some time offered a good prospect for retirement living, along with the neighboring areas. However, what impact skyrocketing real estate prices and land availability will have on this is yet to be seen. In the last few years, employment in the construction sector has done better than most of the rest, as demand for new housing has increased in the north woods.

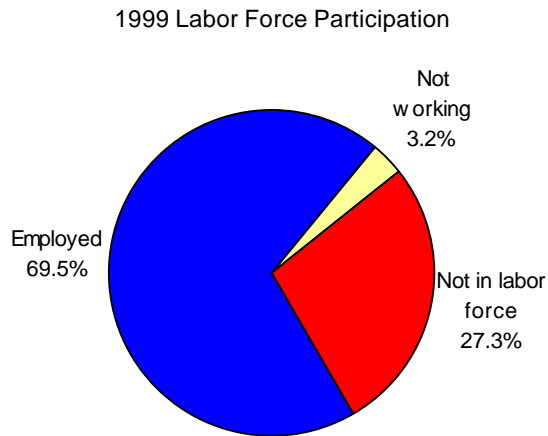


* Oneida County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

People who are not working includes people who are unemployed and people who are not in the labor force. Unemployed does not include all people who are not working, some people who are not working are not technically unemployed. (Examples of people who are not working but who are not unemployed are retirees or people who choose not to work).

When looking at the labor force aged population in Oneida County, one can see that almost 34 percent are between the ages of 40 and 64. About 30 percent are in the younger levels of the labor force (ages 16 - 39), although the age group of 25 - 39 seems to be declining.



The term used to describe the relationship between the labor force and population is the participation rate. In Oneida County, about one quarter of the population is not in the labor force, or not participating. About three quarters are working (either full time or part time), with less than four percent unemployed. This means a participation rate for Oneida County of about 69 percent, compared to 67 percent for the US, and 72 percent for the state.

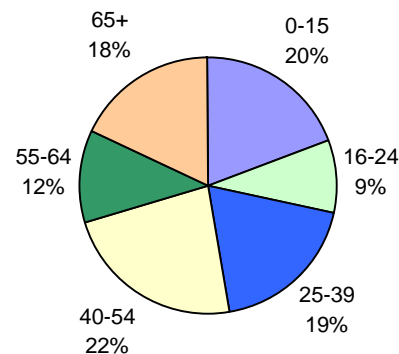
The 40 percent increase (between 1990 and 1999) in the labor force aged population between the ages of 40 and 54 is the result of the aging of baby-boomers. Of major significance to employers has been the comparatively fast growth in the number of younger workers compared to other areas.

Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

Slow growth in the number of 16 to 24 year olds and an increase in the number of businesses which traditionally hire large numbers of young workers has contributed to the current statewide labor shortage, and Oneida County has also suffered considerably in this respect.

Oneida County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	6,766	6,827	0.9%
16-24	2,806	3,221	14.8%
25-39	6,939	6,488	-6.5%
40-54	5,732	8,035	40.2%
55-64	3,712	4,095	10.3%
65+	5,724	6,313	10.3%



Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Oneida County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	18,500	19,500	20,400	20,500	20,400	20,000
Employed	17,500	18,600	19,500	19,500	19,400	19,200
Unemployed	1,010	880	840	990	960	870
Unemployment Rate	5.5%	4.5%	4.1%	4.8%	4.7%	4.4%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

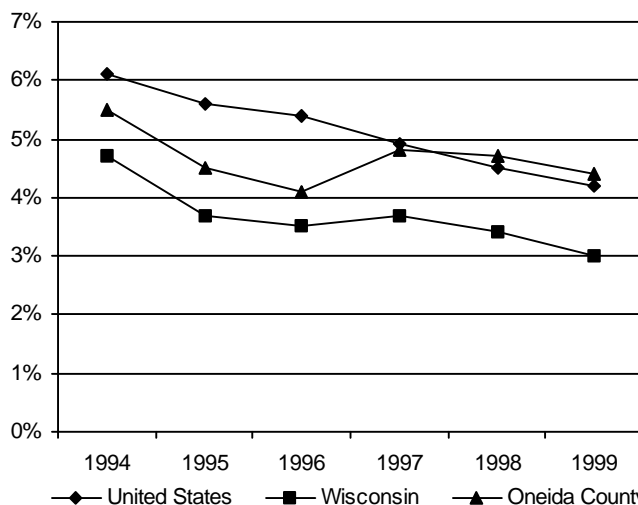
The unemployment rate in Oneida County has been fairly stable from year to year, with no major fluctuations. In 1994, it was 5.5 percent (only slightly high for the area) and by 1999, it had declined to 4.4 percent. Although above the state average, it is still just below the national level..

One advantage of the Oneida County labor market is its relative stability. No one industrial element dominates the scene, although tourism and the specific industries that make up tourism play a significant role in this area.

(Note - Although these 1990 Census Commuting numbers have not yet been updated by the recent Census, we do not anticipate any significant changes in the general pattern of movement.)

In Oneida County, about 1,600 workers leave the area each day to work elsewhere, mainly into Vilas County (about 700 make that trek). This compares to a total of about 11,997 employed within the county itself. By contrast, about 2,100 workers commute to work in Oneida County from neighboring counties, the largest number coming from Vilas County, which is contiguous with Oneida County.

Unemployment Rate Comparison



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

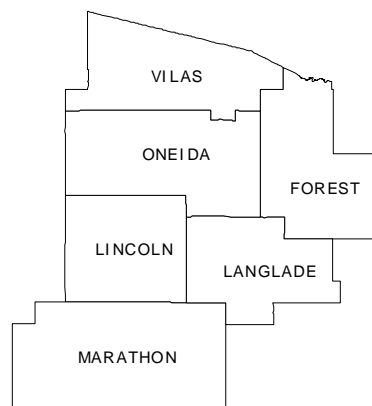
It is difficult to say what kinds of jobs these workers are commuting to, or what their professions are. They are most likely stable, permanent types of jobs, such as professional employment, or perhaps jobs in manufacturing in a neighboring county. Or, perhaps they are the kinds of jobs that typically take a person some distance from his or her home, like seasonal construction work. Construction employment has seldom registered more than 800 - 900 or so jobs total in Oneida County itself in the last few years.

Oneida County Commuting Patterns

	Commute Into	Commute From	Net Commute
Lincoln	557	398	-159
Vilas	748	1,314	566
Forest	86	212	126
Marathon	112	73	-39
Langlade	101	167	66
Elsewhere	371	61	-310
Total	1,604	2,164	560

Work within Oneida County 11,997

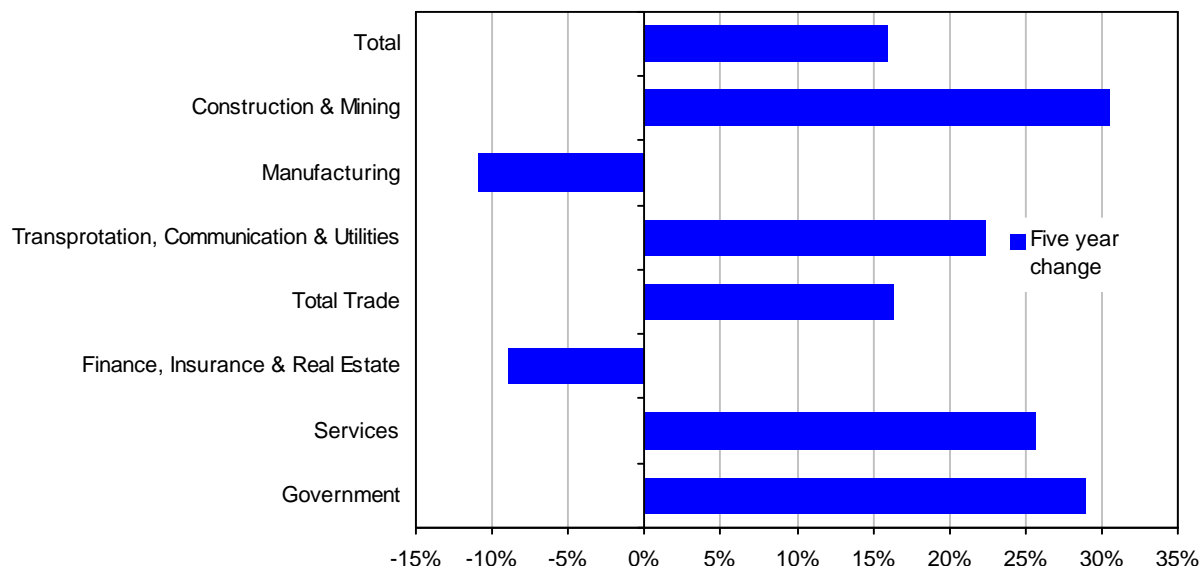
Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.



The more than 1,600 workers of the county's total labor force leaving the county for jobs each day is actually a rather large percentage, compared to some areas of the state. In many areas, the work force works within a few miles of home. What this may indicate about Oneida County is that relatively high paying, full time employment may be found more easily for some outside the county than within.

One interesting thing about this area is the triangular relationship between Eagle River, Rhinelander and the Woodruff-Minocqua area (which includes Hazelhurst and environs). This area constitutes a single labor market, even though it crosses the county line between Vilas and Oneida counties. The heavy commuting between these two counties points this out.

Oneida County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
Total	15,531	16,629	17,150	17,427	17,656	18,015	2.0%	16.0%
Goods Producing	3,586	3,699	3,773	3,744	3,587	3,537	-1.4%	-1.4%
Construction & Mining	831	884	958	1,033	995	1,085	9.0%	30.5%
Manufacturing	2,755	2,814	2,814	2,712	2,592	2,452	-5.4%	-11.0%
Durable	1,515	1,547	1,522	1,433	1,415	1,334	-5.7%	-11.9%
Nondurable	1,239	1,267	1,293	1,279	1,177	1,118	-5.0%	-9.8%
Service Producing	11,945	12,930	13,377	13,683	14,069	14,479	2.9%	21.2%
Transportation, Communications & Utilities	573	662	693	709	703	706	0.4%	23.3%
Total Trade	4,349	4,537	4,652	4,649	4,715	5,063	7.4%	16.4%
Wholesale	592	596	589	588	574	462	-19.5%	-22.0%
Retail	3,757	3,941	4,064	4,061	4,141	4,601	11.1%	22.5%
Finance, Insurance, and Real Estate	542	525	557	553	491	493	0.3%	-9.0%
Services & Misc.	4,414	4,678	4,959	5,197	5,506	5,551	0.8%	25.7%
Total Government	2,068	2,528	2,516	2,575	2,654	2,666	0.5%	29.0%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding farming, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data.

In the period of 1994 - 1999, employment rose in Oneida County, with employment in construction leading the way. Not far behind was Services and transportation, which have been enjoying strong employment in recent years, which seems to be a reflection of the building boom in the north and to some degree, growth in the medical fields. Manufacturing employment, both durable and nondurable goods, actually declined in employment numbers by 1999, by about 300 jobs.

This employment picture reflects the emphasis in the area on tourism (in favor of manufacturing), including the casinos and an increasing retirement segment of the community. What the future of manufacturing as an element of the Oneida County may be is impossible to say, but the loss of 300 out of about 2,500 jobs over a six year period is significant.

Oneida County's Largest Industries and Employers

Top 10 Industry Groups

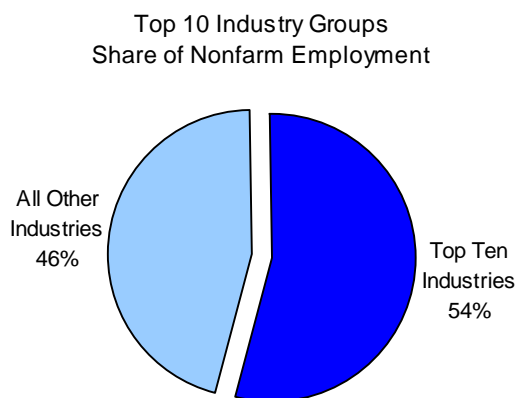
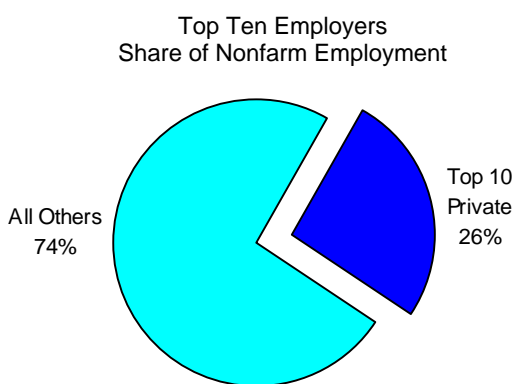
Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Health Services	53	2,659	51	147
Educational Services	10	1,362	8	116
Eating And Drinking Places	120	1,320	-60	65
Miscellaneous Retail	70	755	-14	400
Industrial Machinery And Equipment	11	626	-169	-281
General Merchandise Stores	*	*	*	*
Food Stores	16	615	8	-6
Paper And Allied Products	*	*	*	*
Business Services	39	576	-32	99
Automotive Dealers & Service Stations	40	566	-6	58

*data suppressed to maintain confidentiality

Top 10 Employers

Company	Product or Service	Size
Howard Young Medical Group	Health Care	500-999
Petersen Health Care Of Wisconsin	Health Care	500-999
Rhineland Paper Co Inc	Paper and Related	500-999
Sacred Heart St Mary's Hospitals	Health Care	500-999
School District Of Rhineland	Public Schools	500-999
Precision Twist Drill Co	Manufacturing	250-499
T A Solberg	Food Service	250-499
Foster & Smith Inc	Animal Health Care	250-499
Nicolet Vocational Technical &	Educational	250-499
Walmart Associates Inc	General Merchandise	250-499

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.



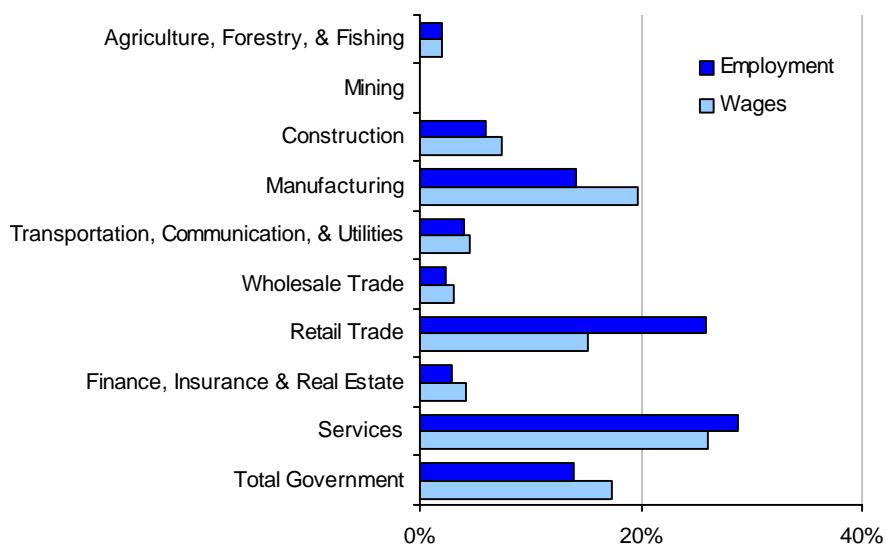
When one looks at the industrial landscape of Oneida County, one of the most obvious features is the relatively small size of individual businesses. The largest employers in the county have between 500 and 999 employees, with many on the top ten list having between 250 to 500 workers. The very largest employers are manufacturers, producing paper, machine tools and a variety of other products.

Oneida County and adjacent areas of the state rely rather heavily on tourism, although what impact tourism has on any area of the state is hard to pinpoint. It is certain, however, that the trade sector is particularly involved in the tourist business, along with elements of the service sector, especially the hotel/motel and resort businesses. This explains the relative health of these industries in recent years, as tourism in the north has been generally healthy, with only occasional areas of weakness.

Oneida County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$23,609	\$29,609	79.7%	2.6%	16.2%	17,817
Agriculture, Forestry, & Fishing	\$22,942	\$21,499	106.7%	5.5%	33.5%	364
Mining	*	\$39,968	*	*	*	*
Construction	\$29,697	\$36,772	80.8%	9.3%	42.7%	1,050
Manufacturing	\$33,166	\$37,773	87.8%	-0.6%	21.5%	2,512
Transportation, Communications, & Utilities	\$27,116	\$34,523	78.5%	8.7%	26.0%	697
Wholesale Trade	\$30,470	\$38,048	80.1%	19.2%	43.0%	430
Retail Trade	\$13,865	\$15,066	92.0%	8.0%	16.6%	4,599
Finance, Insurance, & Real estate	\$34,170	\$37,911	90.1%	1.6%	42.2%	515
Services	\$21,406	\$26,041	82.2%	3.6%	13.5%	5,136
Total Government	\$29,265	\$32,017	91.4%	1.4%	13.3%	2,496

Total Employment and Wage Distribution by Industry Division

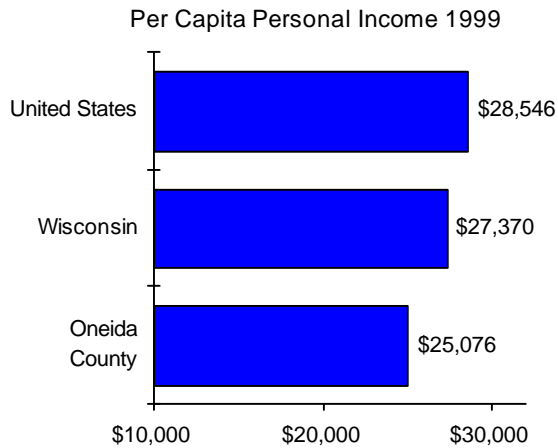


Source: WIDWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

In the table at the top of the page, the one thing that seems to stand out is the fourth column, indicating the percent of the state average wage paid in different industries in Oneida County. The wage levels in some industries in Oneida County are about 15 - 20 percent below those paid workers across the state as a whole. However, several industries pay better than 80 or 90 percent of the state average, and mining (which actually employs a very small percentage of the county's total and is not listed) comes in at better than 130 percent (this data is suppressed for reasons of confidentiality).

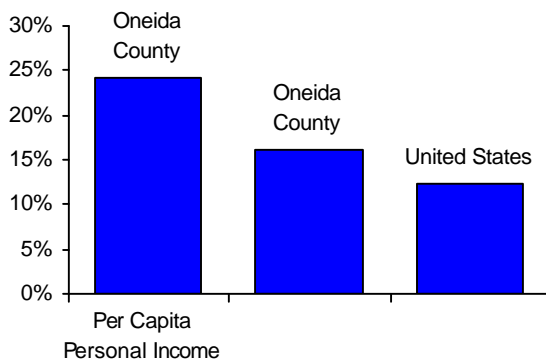
Manufacturing employment, traditionally in the higher levels of pay in any given labor market, has an average annual wage in Oneida County rather below that of the state average, about 13 percent lower. Transportation and utilities, another high paying industrial category in most areas of the state, comes in at only about 78 percent of the state average. Occupational elements of this sector include school bus driving, local hauling, pulp hauling, and others, which in this part of the state, often pay close to minimum wage or just above. For this reason, although utility and telephone workers are in the better paying occupations, the average for this industry is drawn down somewhat by drivers and haulers.

Oneida County Wage and Income Data



Per capita income is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Oneida County's per capita income ranked 21st. lowest of Wisconsin's 72 counties during 1997. Per capita income can be influenced by average family size and the median age of the residents. Per capita income can influence the type of services and housing available within a county.

Over the past five years, Oneida County per capita personal income has increased by about 24 percent and wages earned in Oneida County have increased by about 19 percent. Per capita personal income is often very volatile in smaller, less industrialized geographic areas.



Annual average wages have barely managed to keep ahead of the increase in the Consumer price Index

	Per Capita Personal Income						Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Oneida County	\$20,204	\$20,731	\$21,931	\$22,966	\$24,245	\$25,076	3.4%	24.1%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Administrative Secretary	\$13.20	\$14.00
Assembler	\$9.14	\$8.63
Cooks, Short Order	\$6.84	\$6.46
Driver/Sales Workers	\$10.29	\$10.73
Janitors & Cleaners	\$7.91	\$7.30
Machine Feeders & Offbearers	\$8.95	\$8.44
Welders & Cutters	\$12.99	\$13.05
Waiter/Waitress	\$6.45	\$6.70
Construction Carpenter	\$11.47	\$11.15
Food Preparation Workers	\$6.65	\$6.14
General Office Clerk	\$8.82	\$8.59
Licensed Practical Nurse	\$13.03	\$12.94
Salesperson, Retail	\$8.59	\$6.88
Cashiers	\$6.78	\$6.37
Nursing Aides, Orderlies, etc.	\$7.83	\$7.75

Wages paid for work within a county can impact the type of goods and services which may be purchased. Examining wage structures can be an important part of the hiring process for both job seekers and employers. The mean wage is the sum of all wages divided by the number of wage earners; this is often referred to as an "average". The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage. If the mean and median are relatively close the labor market for that particular worker is probably tight or very competitive.

Wages in Oneida County, especially in the trade, service, and manufacturing sectors, will not compare well to most of the occupations listed at left (from the River District survey, all counties). In fact, pay levels near minimum are not uncommon for entry-level and low skill occupations.